

ALEXA SEREY JOHNSON | DESIGNER

🌐 ROCKVILLE, MD – ✉️ alexasereyjohnson@gmail.com – 📞 301.788.1843 – 🌐 alexasereyjohnson.com

PROFESSIONAL OBJECTIVE

To fuse my leadership, communications, and design abilities to help teams develop successful, high-converting products. Above all, I want to make great things: great products, great experiences, great connections.

WORK EXPERIENCE

Digital Experience Planning Lead

ASTRAZENECA | Gaithersburg, MD

Feb. 2022 – Present

Led agile approaches to planning, risk management, and prioritization of marketing materials developed in a strictly regulated environment. Guided teams through medical, legal, and regulatory review and approval of oncology marketing materials.

- Served as project manager for the marketing launch of the tablet formulation of CALQUENCE. Managed the project plan, led pre-launch activities, and ensured initiatives remained on schedule for delivery of 120 assets within the first 3 days of product approval.
- Worked with cross-functional teams in a matrix organization to ensure successful execution of omnichannel initiatives, developing content and message matrices for personalized digital experiences.

Lead Designer

DEALERON, INC. | Rockville, MD

Sep. 2017 – Feb. 2022

Supervised daily web and graphic design team operations, upheld codebase quality standards, and fostered team development. Was direct assistant to the department manager and acted as the first point of escalation for issues.

- Embodied subject matter expertise on accessibility auditing and remediation. Developed a project plan to make DealerOn's platform conform to WCAG 2.1 Level A guidelines.
- Scoped and delivered on web project requirements for clients including Ford, Toyota, Mazda, and General Motors, implementing solutions with HTML5, CSS3, and JavaScript. Created prototypes and wireframes for software development.

Junior Web Developer

DATA MANAGEMENT SERVICES | Frederick, MD

May 2014 – Jan. 2015

Served as a graphic designer, Drupal developer, and Section 508 compliance tester of a redesigned website for the Center for Cancer Research.

- Met with stakeholders from the Center for Cancer Research, the National Cancer Institute, and National Institutes of Health to discuss project status.
- Designed assets, page mockups, and site graphics in Illustrator, InDesign, and Photoshop. Built Drupal pages and modules utilizing Git, HTML, CSS, and PHP.
- Tested webpages for Section 508 compliance, including testing color contrast ratios, usage of Plain Language, and appropriate alt text.

EDUCATION

Bachelor of Arts, Integrated Marketing & Communications

HOOD COLLEGE | Frederick, MD

Aug. 2012 – May 2016

Minor in Web Development.

ABILITIES & TOOLS

SKILLS

Accessibility Auditing • Agile Methodology • Change Management • Content Strategy • Data Analysis • Graphic Design • Market Research • Omnichannel Marketing • Project Planning • Technical Writing • User Research • UX/UI Design

CODE

Bootstrap 3-5 • HTML5 • CSS3 • Git • JavaScript • jQuery • JSON • Node.js • SQL • VBA

DESIGN

Acrobat • Balsamiq • draw.io • Dreamweaver • Illustrator • InDesign • Photoshop • Premiere • XD • Whimsical

METRICS

Facebook Ads • Google Ads • Google Analytics • Lighthouse • PageSpeed Insights • WAVE • WebPageTest

PRODUCTIVITY

Asana • Excel • JAWS • JIRA • Salesforce • SharePoint • Slack • Smartsheet • Teams • Trello • Veeva PromoMats

WEB

cPanel • Drupal • Hosting • HubSpot • MailChimp • MongoDB • Pardot • Postman • Wix • WordPress

CERTIFICATIONS & CLASSES

Certified SAFE® 5 Product Owner / Product Manager
May 2021

Agile Change Management
May 2022